

ORDER

Orders
Order / Rev: 697515 - 1
Alt Order #: 06220017
Product Desc: FLAKE FOR SENATE
Estimate: 820828
Flight Dates: 08/20/12 - 08/28/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Flake/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	27	\$18,800.00	\$15,980.00
08/27/12	09/02/12	7	\$5,550.00	\$4,717.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$18,800.00	\$15,980.00	63.60
September 2012	7	\$5,550.00	\$4,717.50	17.50
Totals	34	\$24,350.00	\$20,697.50	81.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	29%	\$24,350.00
Market	100%	\$83,965.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	20%	\$16,793.10
KPAZ	0%	\$0.00
KPHO	12%	\$10,075.86
KPPX	0%	\$0.00
KSAZ	18%	\$15,113.79
KTFL	0%	\$0.00
KTVK	21%	\$17,632.76
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

Advertiser:	Flake/R/Senate
Product Desc:	FLAKE FOR SENATE
Estimate:	820828

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KPNX	08/24/12	08/24/12	Tonight Show Tonight Show	CM	1035-1135p	----F--	:30	1	\$650.00	P-2	2.10	NM	1	\$650.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$650.00		2.10			
6	KPNX	08/24/12	08/24/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$200.00	P-2	1.50	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$200.00		1.50			
9	KPNX	08/24/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$600.00		2.80			
N 11	KPNX	08/24/12	08/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	----F--	:30	1	\$450.00	P-2	1.60	NM	1	\$450.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$450.00		1.60			
13	KPNX	08/24/12	08/24/12	Fri Prime C Dateline	CM	9-10p	----F--	:30	1	\$2,500.00	P-2	4.20	NM	1	\$2,500.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1				\$2,500.00		4.20			
16	KPNX	08/20/12	08/27/12	Tonight Show Tonight Show	CM	1035-1135p	M-----	:30	1	\$650.00	P-2	2.10	NM	2	\$1,300.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$650.00		2.10			
Week:		08/27/12	09/02/12	M-----		1				\$650.00		2.10			
19	KPNX	08/20/12	08/27/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$200.00	P-2	1.50	NM	2	\$400.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$200.00		1.50			
Week:		08/27/12	09/02/12	M-----		1				\$200.00		1.50			
22	KPNX	08/20/12	08/27/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$600.00	P-2	2.80	NM	2	\$1,200.00
12 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$600.00		2.80			
Week:		08/27/12	09/02/12	M-----		1				\$600.00		2.80			
N 24	KPNX	08/20/12	08/27/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	1.60	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$450.00		1.60			
Week:		08/27/12	09/02/12	M-----		1				\$450.00		1.60			
25	KPNX	08/27/12	08/27/12	Mon Prime B Stars Earn Stripes	CM	8-9p	M-----	:30	1	\$3,000.00	P-2	6.40	NM	1	\$3,000.00
NINJA WARRIOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 697515 - 1
 Alt Order #: 06220017
 Flight Dates: 08/20/12 - 08/28/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: 820828
 KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	KPNX	08/25/12	08/25/12	Sat Prime Other Sat Prime Other	CM	Various (8:00 PM-9:00 PM)	:30	1	\$800.00	P-2	3.10	NM	1	\$800.00
PRIME ENCORE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$800.00		3.10			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KPNX	08/20/12-08/26/12		Sat Prime Other		Various		(8:00 PM-9:00 P-----Sa--	:30	(\$800.00)	3.10	NM		
See MG 30.2 [WRONG INV CODE]														
2	KPNX	08/20/12-08/26/12		Sat Prime B	8-9p			-----Sa--	:30	\$800.00	3.10	NM		
Ⓜ MG for 30.1 08/25 [8/25 SAT 8-9P THE FIRM (NBC ENCORES OK)]														
35	KPNX	08/26/12	08/26/12	530-6p 12 News Sunday 12 News Sunday	CM	530-6p	:30	1	\$500.00	P-2	2.00	NM	1	\$500.00
12 NEWS SUN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$500.00		2.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KPNX	08/20/12-08/26/12		530-6p 12 News Sunday		530-6p		-----Su	:30	(\$500.00)	2.00	NM		
See MG 35.2 [NFL]														
2	KPNX	08/20/12-08/26/12		NBC Nightly News Sunday	330-4P			-----Su	:30	\$500.00	2.00	NM		
Ⓜ MG for 35.1 08/26 [8/26 SUN 330-4P NBC NIGHTLY NEWS (BEFORE NFL PREGAME)]														
36	KPNX	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	5-9a	:30	1	\$300.00	P-2	1.40	NM	1	\$300.00
SUNDAY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$300.00		1.40			
37	KPNX	08/26/12	08/26/12	Sun Prime D DATELINE	CM	9-10p	:30	2	\$2,000.00	P-2	4.10	NM	2	\$4,000.00
DATELINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				2	\$2,000.00		4.10			
40	KPNX	08/23/12	08/23/12	Tonight Show Tonight Show	CM	1035-1135p	:30	1	\$650.00	P-2	2.10	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$650.00		2.10			
43	KPNX	08/23/12	08/23/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	:30	1	\$200.00	P-2	1.50	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$200.00		1.50			
46	KPNX	08/23/12	08/23/12	M-F 6-630p 12 News 6pm	CM	6-630p	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
12 NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$600.00		2.80			
N 48	KPNX	08/23/12	08/23/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	:30	1	\$450.00	P-2	1.60	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---				1	\$450.00		1.60			
51	KPNX	08/21/12	08/21/12	Tonight Show Tonight Show	CM	1035-1135p	:30	1	\$650.00	P-2	2.10	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----				1	\$650.00		2.10			
54	KPNX	08/21/12	08/28/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	:30	1	\$200.00	P-2	1.50	NM	2	\$400.00

Order / Rev: 697515 - 1
 Alt Order #: 06220017
 Flight Dates: 08/20/12 - 08/28/12

Advertiser: Flake/R/Senate
 Product Desc: FLAKE FOR SENATE
 Estimate: 820828

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1		\$200.00			1.50			
		Week: 08/27/12	09/02/12	-T-----		1		\$200.00			1.50			
57	KPNX	08/21/12	08/21/12	M-F 6-630p 12 News 6pm	CM	6-630p -T-----	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
12 NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1		\$600.00			2.80			
N 59	KPNX	08/21/12	08/28/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a -T-----	:30	1	\$450.00	P-2	1.60	NM	2	\$900.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1		\$450.00			1.60			
		Week: 08/27/12	09/02/12	-T-----		1		\$450.00			1.60			
62	KPNX	08/22/12	08/22/12	Tonight Show Tonight Show	CM	1035-1135p --W----	:30	1	\$650.00	P-2	2.10	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1		\$650.00			2.10			
65	KPNX	08/22/12	08/22/12	M-F 12-1230p 12 News at Noon	CM	12-1230p --W----	:30	1	\$200.00	P-2	1.50	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1		\$200.00			1.50			
68	KPNX	08/22/12	08/22/12	M-F 6-630p 12 News 6pm	CM	6-630p --W----	:30	1	\$600.00	P-2	2.80	NM	1	\$600.00
12 NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1		\$600.00			2.80			
N 70	KPNX	08/22/12	08/22/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a --W----	:30	1	\$450.00	P-2	1.60	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1		\$450.00			1.60			
Totals													34	\$24,350.00

*Tax 1 Note: Tax 0.5%.